



**LEAVES NATIONAL . . .**  
Open P. Lake, who started with National Supply Co. in the stock control department in 1923, retired after 36 years service. Lake was transferred to the sales department in 1925, and assigned to the export desk in 1936. He was transferred to the export division in 1947, and was manager of the Torrance branch of that division from the time it was established in 1955.

**Rochlin Quits After 23 Years With Douglas**

Retirement from administrative duties and from direction of the department he organized 23 years ago was announced yesterday by A. M. "Rocky" Rochlin, director of public relations and vice president of the Douglas Aircraft company.

Rochlin, a veteran newsman prior to joining Douglas and one of the best known executives in the aircraft industry, will continue his association with Douglas as consultant to the company.

President Donald W. Douglas, Jr., at the same time disclosed that Richard J. Davis currently the company's Washington public relations representative, will become director of public relations for Douglas. He will arrive in California late in January. Howard P. Maginniss, now assistant to the vice president-public relations, will replace Davis in the Washington post.

**Heart Victims**  
—Heart disease caused 550,000 deaths in the U.S. in 1954.

**Supervisors Resolve to Keep Tax Rate at Its Present Level**

A dramatic new approach to the County's method of preparing the budget, guaranteed to reduce next year's tax rate by 25 cents per \$100 assessed valuation and save the taxpayers millions of dollars each year, was presented to the Board of Supervisors by Supervisor Kenneth Hahn, and on his motion was referred to the Chief Administrative Officer for study.

Supervisor Hahn proposed that the County first determine its income, then make whatever adjustments are needed to live within its income.

"This is what every business does. This is what every prudent family does," he declared.

AT THE PRESENT time the County first determines how much it is going to spend, then adjusts the income to provide the necessary money. The amount of income determined then controls the tax rate, Supervisor Hahn explained.

The key to this plan would be for the County to first determine, in policy, a definite tax rate to produce a definite amount of money, which would then be used as a guide in planning expenditures.

"This would bring about a more business like approach to the spending of County money and would encourage economy in the preparation of the County budget," Supervisor Hahn declared.

**Owners Go Out on Literary Binge Before Naming New 'Tasman Sea'**

One of the newest showplaces in San Pedro, the Tasman Sea, a restaurant motor hotel, opened this week at 29601 S. Western Ave., above Peck Park.

The owners, Peppy Pielago, Bob and Don Rollins, said the facility will serve a need of the harbor area for tourists as well as civic and service clubs.

Selection of a name for the elaborate facility was a problem, they reported.

Scores of friends were invited to submit titles and finally, the trio stated the name Tasman Sea was accepted from contributions.

Pielago pointed out that for more than three centuries, deep water sailors have returned with adventurous stories of the Tasman Sea, between Tasmania and New Zealand.

BECAUSE OF the color of San Pedro harbor, it was decided that the colorful land and its adjoining body of water would be fitting for a seacoast community.

Pielago today stressed that the opening coincided with the development of the Harbor-

**Beatnik's Days Numbered, Says Fashion Leader**

"The beatnik, with his sloppy look and sloppief manners, will be as dead as a dodo bird by the time 1960 rolls into the pages of history."

Such is the prediction of John Walter, president of the Men's Apparel Club of California, which is staging its annual spring and summer Market Week on Jan. 17-20th at the Biltmore Hotel in Los Angeles.

The major style event, which is attended by men's and boys' wear figures throughout the world, sets the pace for male fashions for the coming year.

"The beatniks, who have proved that offbeat costuming is linked with offbeat behavior, are even beginning to get tired of looking at each other," adds Walter.

Among new style predictions for men include spats and canes, Madras plaids and stripe jammers in lightweight worsteds and synthetics, a Victorian influence in evening wear and high fashion colors in olive and gold.

Highlight of the CALMAC four-day session will be the awarding of best-dressed laurels to a pair of screen and TV personalities. Previous winners have included Tony Curtis, George Burns and Dean Martin.

Peninsula Area.  
Regarding the history of the Tasman Sea, Pielago said: "Here, famous sportsmen the world over have landed some of the largest fish ever recorded in international annals: 1900 pound black marlin, lobsters more than 3 feet long, clams larger than a dining table, and weighing more than 200 pounds."

"THE GREAT SHARK and the sperm whale, of which Herman Melville wrote in 'Moby Dick,' make these waters their home.

Zane Gray, who holds several records for fish taken in these waters, describes the neighboring island this sea touches: "Tasmania, the little-known is-

land off Australia, is without doubt the most beautiful island in the world. Here are giant ferns and apple orchards nestled beneath towering snow-capped mountains."

"This is the island," Pielago continued, "that authors Nordhoff and Hall wrote about in their famous novel 'Botany Bay.'" There exiled foreigners, many of them noblemen and their ladies, made their home.

"TASMANIA IS one of our last frontiers," he said, "and now, with today's rapid transportation, it will soon be known the world over by its nickname, 'Holiday Island.'"

Rudyard Kipling, Pielago said, best describes the sea from which the island gets its

name in these words: "Adventure? Nay, a man will never know, nor can he ever gauge, until he's sailed the mighty Tasman on the heel of a South-east trade."

"It was with this thought," he concluded, "that we selected the name, 'Tasman Sea,' for it is a name that will always excite a sense of wonder and mystery among those who hear it—a name identified in our city with a vanishing order of sailormen.

"It is to these iron men who sailed reef strewn and tide swept waters before the days of authentic charts, friendly lights and steam." Let us not forget them, for California owes much of her prosperity to her seafaring pioneers.



TO SPEAK HERE . . . Evangelist Howard P. Courtney Jr., of Los Angeles will be the guest speaker and piano soloist at 7:30 this evening at the Prairie Avenue Four-square Church, 18098 Prairie Ave. His sermon topic will be "Into My Heart," according to Rev. George Johnson, pastor of the local church.

**Garden Checklist**

By California Association of Nurserymen

1. Plant deciduous fruit trees this month. Check with your nurseryman to get the varieties best suited in your climate.
2. You can start pruning roses when buds begin to swell. A pruning guide — available at all nurseries — will lend a helping hand with this important step to rose enjoyment.
3. The perennial vegetables — artichokes, asparagus and rhubarb — are not only good eating but good looking in the ornamental garden. They can go in now.
4. Flowering fruit trees will add much to your enjoyment of spring. Plant them now while they are dormant.
5. Set out annuals for late spring and early summer bloom.

Classified Sells Everything

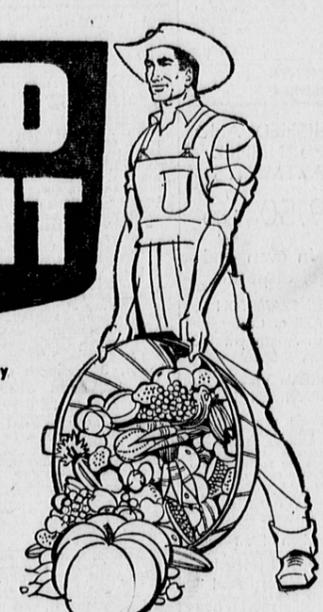
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ALL GRINDS  
**FOLGERS COFFEE**

1-lb. Can  
**55¢**



TEMPTING • Purple  
**OREGON PLUMS**  
Large No. 2 1/2 Can  
**19¢**

**PICTSWEET VEGETABLES**

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FOOD GIANT • Makes All Your Things Whiter, Brighter  
**Liquid Bleach** 1/2 Gallon Bottle **25¢**

FARM FRESH PRODUCE  
U.S. NO. 1 WHITE ROSE **POTATOES** 10 lbs. **49¢**  
FOR SCHOOL LUNCH BOXES & SNACKS  
**SEEDLESS RAISINS** 5 1/2-oz. Boxes **15¢**



Delicatessen  
NEW! PATMAN'S  
**Macaroni & Cheese LOAF** 6-oz. Pkg. **39¢**

**STEAK & CHOP SALE!**

U.S.D.A. "CHOICE" or "BANQUET PERFECT"  
**RIB STEAKS**  
SHORT CUT & TENDER!  
EXTRA VALUE TRIMMED!  
**89¢ lb.**

U.S.D.A. "Choice" or "Banquet Perfect" • Small Loin  
**LAMB CHOPS**  
"Choice" or "Banquet Perfect" • Large Loin  
**LAMB STEAKS** 79¢ **98¢ lb.**  
"Choice" or "Banquet Perfect" • Lean  
**LAMB PATTIES** 39¢

U.S.D.A. "CHOICE" or "BANQUET PERFECT"  
**MEATY BEEF SHORT RIBS**  
A different dish . . . that's delightfully flavorful yet hearty and appealing!  
**35¢ lb.**  
TOP QUALITY • FROZEN • 2 to the Pound  
**FRESH WATER TROUT** **59¢ lb.**

- SUNSHINE HI HO CRACKERS 1-lb. Box **37¢**
- BIRDS EYE • Frozen CUT CORN 10-oz. Pkg. **19¢**
- CLOROX BLEACH 1/2-Gal. Btl. **39¢**
- GREEN GIANT • Whole SPEARS ASPARAGUS No. 300 Tall **49¢**
- GREEN GIANT • Cut SPEARS ASPARAGUS 10 1/2-oz. Can **25¢**
- MOTHER'S SUGAR WAFERS 5-oz. Box **29¢**

PREAM for Your Coffee, Reg. Jar 35c